

## WISI ORDER

## Flight Dates 10/08/12-11/06/12

<u>Order Sep</u> 00:15:00

Product Estimate #

Contract / Revision 565996 / MISSOURIANS 4 KOSTER Alt Order # 09771611

Original Date / Revision Agency Com 15% Billing Type Cash

08/03/12 10/05/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL Advertiser Koster/D/Atty Gen/MO <u>Billing Cycle</u> EOM/EOC

25 Whitlock Place Billing Calendar BROADCAST

Suite 201
Marietta, GA 30064

Demographic A35+

Agency LUC Media Rev Codes SP-POL CAN GEN

Buying Contact Sales Office DC-M Product Codes PL11b

 25 Whitlock Place
 Sales Region Agency Ref
 NAT
 Priority
 3

 Agency Ref
 Advertiser Ref

Primary Account Executive Dan Driscoll

Marietta, GA 30064

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 33% Market Value 526893

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| KCPT              | %          | 0      |
| KCTV              | 16%        | 84303  |
| KCWE              | %          | 0      |
| KMBC              | 25%        | 131723 |
| KMCI              | %          | 0      |
| KPXE              | %          | 0      |
| KSHB              | 25%        | 131723 |
| KSMO              | 1%         | 5268   |

Billing Plan **Order Totals** # Spots Net Amount Gross Amount Month # of Spots Net Amount Gross Amount Rating Start Date End Date \$101,128.75 \$118,975.00 \$118,975.00 0.00 10/01/12 10/28/12 224 October 2012 224 \$101,128.75 November 2012 105 \$46,665.00 \$54,900.00 0.00 10/29/12 11/05/12 105 \$46,665.00 \$54,900.00 329 \$147,793.75 0.00 \$173,875.00 Totals

|     |          |         |            |                 |            |             |          |        |     |           |            | Tot   | als_        |
|-----|----------|---------|------------|-----------------|------------|-------------|----------|--------|-----|-----------|------------|-------|-------------|
| Ln  | Ch       | Start   | End        | Inventory Code  | Break      | Start/End T | īme Days | Len Sp | ots | Rate Pri  | Rtg Type : | Spots | Amount      |
| N 1 | 4        | 10/08/1 | 2 11/02/12 | M-F 6-7a        | CM-AII     | 6-7a        | MTWTF    | :30    | 8   | \$600.002 | 0.00 NM    | 38    | \$22,800.00 |
|     |          |         |            | M-F 6-7a        |            |             |          |        |     |           |            |       |             |
|     | Sta      | rt Date | End Date   | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating   |        |     |           |            |       |             |
| W   | eek: 10/ | 08/12   | 10/14/12   | MTWTF           | 8          | \$600.00    | 0.00     |        |     |           |            |       |             |
| W   | eek: 10/ | 15/12   | 10/21/12   | MTWTF           | 10         | \$600.00    | 0.00     |        |     |           |            |       |             |
| W   | eek: 10/ | 22/12   | 10/28/12   | MTWTF           | 10         | \$600.00    | 0.00     |        |     |           | 1          |       |             |
| W   | eek: 10/ | 29/12   | 11/04/12   | MTWTF           | 10         | \$600.00    | 0.00     |        |     |           |            |       |             |
| N 2 | 4        | 11/05/1 | 2 11/05/12 | M-F 6-7a        | CM-All     | 6-7a        | M        | :30    | 2   | \$600.002 | 0.00 NM    | 2     | \$1,200.00  |
|     |          |         |            | M-F 6-7a        |            |             |          |        |     |           |            |       |             |
|     | FOX4 N   | EWS 6A  | M          |                 |            |             |          |        |     |           |            |       |             |
|     | Sta      | rt Date | End Date   | Weekdays        | Spots/Week | <u>Rate</u> | Rating   |        |     |           |            |       |             |
| W   | eek: 11/ | 05/12   | 11/11/12   | M               | 2          | \$600.00    | 0.00     |        |     |           |            |       |             |
| N 3 | 4        | 10/08/1 | 2 11/02/12 | M-F 7-9a        | CM-All     | 7-9a        | MTWTF    | :30    | 10  | \$525.002 | MM 00.0    | 38    | \$19,950.00 |
|     |          |         |            | M-F 7-9a        |            |             |          |        |     |           |            |       |             |



Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

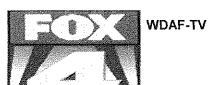
Hiatus Dates

<u>Original Date / Revision</u> 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO Product MISSOURIANS 4 KOSTER Estimate #

|   |             |                      |                         |            |                      |              |        |     |                  |           | Tot | tals        |
|---|-------------|----------------------|-------------------------|------------|----------------------|--------------|--------|-----|------------------|-----------|-----|-------------|
| Ln Ch                                   | Start       | End                  | Inventory Code          | Break      | Start/End            | Time Days    | Len Sp | ots | Rate Pri         | Rtg Type  |     | Amount      |
| N 3 4                                   | 10/08/1     | 2 11/02/12           | M-F 7-9a<br>M-F 7-9a    | CM-AII     | 7-9a                 | MTWTF        | :30    | 10  | \$525.002        | 0.00 NM   | 38  | \$19,950.00 |
| <u>Sta</u>                              | art Date    | End Date             | <u>Weekdays</u>         | Spots/Week | <u>Rate</u>          | Rating       |        |     |                  |           |     |             |
| Week: 10                                |             | 10/14/12             | MTWTF                   | 8          | \$525.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10.<br>Week: 10.                  |             | 10/21/12             | MTWTF<br>MTWTF          | 10         | \$525.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10                                |             | 10/28/12<br>11/04/12 | MTWTF                   | 10<br>10   | \$525.00<br>\$525.00 | 0.00<br>0.00 |        |     |                  |           |     |             |
| N 4 4                                   |             | 2 11/05/12           | M-F 7-9a<br>M-F 7-9a    | CM-AII     |                      | M            | :30    | 4   | \$525.002        | 0.00 NM   | 4   | \$2,100.00  |
| FOX4 N                                  | MORNING     | SHOW                 | W-1 7-30                |            |                      |              |        |     |                  |           |     |             |
| Sta                                     | art Date    | End Date             | <u>Weekdays</u>         | Spots/Week | Rate                 | Rating       |        |     |                  |           |     |             |
| Week: 11.                               | /05/12      | 11/11/12             | M                       | 4          | \$525.00             | 0.00         |        |     |                  |           |     |             |
| N 5 4                                   | 10/08/12    | 2 11/02/12           | M-F 9-10a<br>M-F 9-10a  | CM-All     | 9-10a                | MTWTF~-      | :30    | 5   | \$200.003        | 0.00 NM   | 18  | \$3,600.00  |
| Sta                                     | art Date    | End Date             | <u>Weekdays</u>         | Spots/Week | Rate                 | Rating       |        |     |                  |           |     |             |
| Week: 10                                | /08/12      | 10/14/12             | MTWTF                   | 3          | \$200.00             | 0.00         |        |     |                  | ł         |     |             |
| Week: 10                                |             | 10/21/12             | MTWTF                   | 5          | \$200.00             | 0.00         |        |     |                  | 1         |     |             |
| Week: 10                                |             | 10/28/12             | MTWTF                   | 5          | \$200.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               |             | 11/04/12             | MTWTF                   | 5          | \$200.00             | 0.00         |        |     |                  |           |     |             |
| N 6 4                                   | 11/05/12    | 2 11/05/12           | M-F 9-10a<br>M-F 9-10a  | CM-AII     | 9-10a                | M            | :30    | 1   | \$200.003        | 0.00 NM   | 1   | \$200.00    |
| FOX4 N                                  | NEWS 9A     | M                    |                         |            |                      |              |        |     |                  |           |     |             |
| *************************************** | art Date    | End Date             | <u>Weekdays</u>         | Spots/Week | Rate                 | Rating       |        |     |                  |           |     |             |
| Week: 11/                               | /05/12      | 11/11/12             | M                       | 1          | \$200.00             | 0.00         |        |     |                  | į         |     |             |
| N 7 4                                   |             | 2 11/03/12           | Sa 7-9a<br>Sa 7-9a      | CM-All     | Sa 7-9a              | S            | :30    | 2   | \$500.002        | 0.00 NM   | 8   | \$4,000.00  |
| _                                       | IEWS 9AI    |                      |                         | _          |                      |              |        |     |                  |           |     |             |
|   |             | End Date             | Weekdays                | Spots/Week | <u>Rate</u>          | Rating       |        |     |                  |           |     |             |
| Week: 10/<br>Week: 10/                  |             | 10/14/12<br>10/21/12 | S-<br>S-                | 2<br>2     | \$500.00<br>\$500.00 | 0.00<br>0.00 |        |     |                  | I         |     |             |
| Week: 10/                               |             | 10/28/12             | S-                      | 2          | \$500.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10                                |             | 11/04/12             | S-                      | 2          | \$500.00             | 0.00         |        |     |                  | ı         |     |             |
| N 8 4                                   | 10/14/12    | 2 11/04/12           | Su 7-9a                 | CM-Aii     | Su 7-9a              | s            | :30    | 2   | \$300.002        | 0.00 NM   | 8   | \$2,400.00  |
| 50.44A                                  |             |                      | Su 7-9a                 |            |                      |              |        |     |                  |           |     |             |
|   | IEWS 9AI    |                      |                         |            |                      |              |        |     |                  |           |     |             |
|   | rt Date     | End Date             | <u>Weekdays</u><br>S    | Spots/Week | Rate                 | Rating       |        |     |                  | 1         |     |             |
| Week: 10/<br>Week: 10/                  |             | 10/14/12<br>10/21/12 | S                       | 2<br>2     | \$300.00<br>\$300.00 | 0.00<br>0.00 |        |     |                  | I         |     |             |
| Week: 10/                               |             | 10/28/12             | \$                      | 2          | \$300.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               | /29/12      | 11/04/12             | \$                      | 2          |                      | 0.00         |        |     |                  |           |     |             |
| N 9 4                                   | 10/08/12    | 2 11/02/12           | M-F 12p-1p<br>M-F 12-1p | CM-Ali     | 12-1p                | MTWTF        | :30    | 5   | \$300.002        | 0.00 NM   | 18  | \$5,400.00  |
|   |             | End Date             | <u>Weekdays</u>         | Spots/Week | <u>Rate</u>          | Rating       |        |     |                  |           |     |             |
| Week: 10/                               |             | 10/14/12             | MTWTF                   | 3          | \$300.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/<br>Week: 10/                  |             | 10/21/12<br>10/28/12 | MTWTF<br>MTWTF          | 5          | \$300.00<br>\$300.00 | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               |             | 11/04/12             | MTWTF                   | 5<br>5     | \$300.00             | 0.00<br>0.00 |        |     |                  | j         |     |             |
| N 10 4                                  |             | 2 11/02/12           | M-F 5-6p                | CM-AII     |                      | MTWTF        | :30    | 5   | \$600.002        | 0.00 NM   | 20  | \$12,000.00 |
|   | . 3, 33, 12 | - 1 12 What Filis    | 530-6p                  |            | (5:30 PM-6:          |              | .50    | J   | ψ000.00 <u>Z</u> | O.OO MINI | 20  | φ12,000.00  |
| Sta                                     | rt Date     | End Date             | Weekdays                | Spots/Week | Rate                 | Rating       |        |     |                  |           |     |             |
| Week: 10/                               | /08/12      | 10/14/12             | MTWTF                   | 5          | \$600.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               |             | 10/21/12             | MTWTF                   | 5          | \$600.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               |             | 10/28/12             | MTWTF                   | 5          | \$600.00             | 0.00         |        |     |                  |           |     |             |
| Week: 10/                               | 29/12       | 11/04/12             | MTWTF                   | 5          | \$600.00             | 0.00         |        |     |                  |           |     |             |



Contract / Revision

565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

| la Ch                | Ctort               | End                  | inventor, Codo               | Dennie          | Start/End T               | ima Dava       | lan S |    | Data Dri    | Dta Tuno | Tota | _                   |
|----------------------|---------------------|----------------------|------------------------------|-----------------|---------------------------|----------------|-------|----|-------------|----------|------|---------------------|
| Ln Ch                | Start               | End                  | Inventory Code               |                 |                           | ime Days       | Len S |    |             | Rtg Type | _    | Amount              |
| N11 4                | 10/08/1             | 2 11/02/12           | M-F 6-630p<br>M-F 6-630p     | CM-All          | 6-630p                    | MTWTF          | :30   | 5  | \$900.002   | 0.00 NM  | 19   | \$17,100.00         |
| Str<br>Week: 10      | art Date<br>1/08/12 | End Date<br>10/14/12 | <u>Weekdays</u><br>MTWTF     | Spots/Week 4    | <u>Rate</u><br>\$900.00   | Rating<br>0.00 |       |    |             |          |      |                     |
| Week: 10             |                     | 10/21/12             | MTWTF                        | 5               | \$900.00                  | 0.00           |       |    |             | 1        |      |                     |
| Week: 10             |                     | 10/28/12             | MTWTF                        | 5               | \$900.00                  | 0.00           |       |    |             |          |      |                     |
| Week: 10             | /29/12              | 11/04/12             | MTWTF                        | 5               | \$900.00                  | 0.00           |       |    | ······      |          |      |                     |
| N13 4                |                     | 2 10/28/12           | Su 5-6p<br>Su 5-6p           | CM-All          | 5-6p                      | S              | :30   | 1  | \$250.002   | 0.00 NM  | 1    | \$250.00            |
|                      | NEWS 5P             |                      |                              |                 |                           |                |       |    |             |          |      |                     |
|                      | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | Rate                      | Rating         |       |    |             |          |      |                     |
| Week: 10             |                     | 10/28/12             | S                            | 1               | \$250.00                  | 0.00           |       |    |             |          |      |                     |
| N15 4                | 10/08/1             | 2 11/02/12           | M-F 9-10p<br>M-F 9-10p       | CM-AII          | 9-10p                     | MTWTF          | :30   | 5  | \$1,200.002 | 0.00 NM  | 19   | \$22,800.00         |
|                      | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | <u>Rate</u>               | Rating         |       |    |             |          |      |                     |
| Week: 10             |                     | 10/14/12             | MTWTF                        |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| Week: 10<br>Week: 10 |                     | 10/21/12<br>10/28/12 | MTWTF<br>MTWTF               |                 | \$1,200.00<br>\$1,200.00  | 0.00<br>0.00   |       |    |             |          |      |                     |
| Week: 10             |                     | 11/04/12             | MTWTF                        |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| N17 4                |                     | 2 11/04/12           |                              | CM-All          |                           |                | :30   | 1  | \$1,200.002 | 0.00 NM  | 2    | \$2,400.00          |
|                      |                     |                      | Su 9-10p                     | <b>J</b>        | V . VP                    | J              | .00   |    | V.,200.002  | 0.00     | -    | Ψ <u>=</u> , του.σο |
| FOX4                 | NEWS-9P             | М                    | •                            |                 |                           |                |       |    |             |          |      |                     |
| Sta                  | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | <u>Rate</u>               | <u>Rating</u>  |       |    |             | ł        |      |                     |
| Week: 10             | /22/12              | 10/28/12             | S                            |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| Week: 10             | /29/12              | 11/04/12             | S                            | 1               | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| N 18 4               | 10/08/1             | 2 11/02/12           | M-F 10-1030p<br>M-F 10-1030p | CM-All          | 10-1030p                  | MTWTF          | :30   | 3  | \$1,200.002 | 0.00 NM  | 10   | \$12,000.00         |
| Sta                  | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | Rate                      | Rating         |       |    |             |          |      |                     |
| Week: 10             |                     | 10/14/12             | MTWTF                        |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| Week: 10             |                     | 10/21/12             | MTWTF                        |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
| Week: 10<br>Week: 10 |                     | 10/28/12<br>11/04/12 | MTWTF<br>MTWTF               |                 | \$1,200.00                | 0.00           |       |    |             |          |      |                     |
|                      |                     |                      |                              | <del></del>     | \$1,200.00                |                | -00   |    | ****        |          |      | ****                |
| N19 4                | 11/05/1.            | 2 11/05/12           | м-г э-ор<br>530-6р           | UN-AII          | 530-6p<br>(5:30 PM-6:0    | M<br>00 PM)    | :30   | 1  | \$600.002   | 0.00 NM  | 1    | \$600.00            |
|                      | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | <u>Rate</u>               | Rating         |       |    |             |          |      |                     |
| Week: 11             |                     | 11/11/12             | M                            | 1               | \$600.00                  | 0.00           |       |    |             |          |      |                     |
| N20 4                | 11/05/1             | 2 11/05/12           | M-F 6-630p<br>M-F 6-630p     | CM-AII          | 6-630p                    | M              | :30   | 1  | \$900.002   | 0.00 NM  | 1    | \$900.00            |
|                      | art Date            | End Date             | <u>Weekdays</u>              | Spots/Week      | Rate                      | Rating         |       |    |             |          |      |                     |
| Week: 11             | /05/12              | 11/11/12             | M                            | 1               | \$900.00                  | 0.00           |       |    |             |          |      |                     |
| N21 4                | 11/05/1             | 2 11/05/12           | M-F 9-10p<br>M-F 9-10p       | CM-All          | 9-10p                     | M              | :30   | 1  | \$1,200.002 | 0.00 NM  | 1    | \$1,200.00          |
| Sta<br>Week: 11      | ert Date<br>/05/12  | End Date<br>11/11/12 | Weekdays<br>M                | Spots/Week<br>1 | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |       |    |             |          |      |                     |
| N22 4                | 11/05/1             | 2 11/05/12           | M-F 10-1030p<br>M-F 10-1030p | ·····           | 10-1030p                  | M              | :30   | 1  | \$1,200.002 | 0.00 NM  | 1    | \$1,200.00          |
| Sta<br>Week: 11      | art Date<br>/05/12  | End Date<br>11/11/12 | Weekdays<br>M                | Spots/Week<br>1 | <u>Rate</u><br>\$1,200.00 | Rating<br>0.00 |       |    |             |          |      |                     |
| N 23 4               |                     | 2 11/02/12           |                              | CM-All          | 8-9a                      | MTWTF          | :30   | 10 | \$525.002   | 0.00 NM  | 35   | \$18,375.00         |
|                      | _                   |                      | 8-9a                         | _               | (8:00 AM-9:0              | •              |       |    |             |          |      |                     |
|                      | art Date            | End Date             | Weekdays                     | Spots/Week      | Rate                      | Rating         |       |    |             |          |      |                     |
| Week: 10             |                     | 10/14/12             | MTWTF                        | 5               | \$525.00                  | 0.00           |       |    |             |          |      |                     |
| Week: 10             | 115/12              | 10/21/12             | MTWTF~~                      | 10              | \$525.00                  | 0.00           |       |    |             | i        |      |                     |

Print Date: 10/08/12 Page 4 of 5



565996

Flight Dates 10/08/12-11/06/12

Hiatus Dates

Original Date / Revision 08/03/12/ 10/05/12

Order Sep 00:15:00

Advertiser Koster/D/Atty Gen/MO

Product MISSOURIANS 4 KOSTER Estimate #

|       |                            |                      |                          |                 |   |                |        |         |            |          | Tota | accured:          |
|-------|----------------------------|----------------------|--------------------------|-----------------|---|----------------|--------|---------|------------|----------|------|-------------------|
| Ln Cl |                            | End                  | Inventory Code           |                 |   | Гime Days      | Len Sp |         |            | Rtg Type |      | Amount            |
| N 23  | 4 10/08/1                  | 2 11/02/12           | M-F 7-9a<br>8-9a         | CM-All          | 8-9a<br>(8:00 AM-9:                     | MTWTF          | :30    | 10      | \$525.002  | 0.00 NM  | 35   | \$18,375.00       |
|       | Start Date                 | End Date             | Weekdays                 | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
| Week  | : 10/22/12                 | 10/28/12             | MTWTF                    | 10              | \$525.00                                | 0.00           |        |         |            |          |      |                   |
| Week  | : 10/29/12                 | 11/04/12             | MTWTF                    | 10              | \$525.00                                | 0.00           |        |         |            |          |      | ** *** **         |
| N 24  | 4 11/05/1                  | 2 11/05/12           |                          | CM-All          | 8-9a<br>(8:00 AM-9:                     | M              | :30    | 2       | \$525.002  | 0.00 NM  | 2    | \$1,050.00        |
|       | Start Date                 | End Date             | 8-9a<br>Weekdays         | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
| Week  | : 11/05/12                 | 11/11/12             | M                        | 2               | \$525.00                                | 0.00           |        |         |            |          |      |                   |
|       |                            | 2 11/02/12           | M-F 5-6p                 | CM-All          | 530-6p                                  | M              | :30    | 5       | \$600.002  | 0.00 NM  | 18   | \$10,800.00       |
|       |                            |                      | 5-530p5-530P             |                 | (5:00 PM-5:                             | 30 PM)         |        |         |            |          |      |                   |
|       | Start Date                 | End Date             | Weekdays                 | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
|       | c: 10/08/12<br>c: 10/15/12 | 10/14/12<br>10/21/12 | M                        | 3<br>5          | \$600.00<br>\$600.00                    | 0.00<br>0.00   |        |         |            |          |      |                   |
|       | (; 10/13/12<br>(; 10/22/12 | 10/23/12             | M                        | 5               | \$600.00                                | 0.00           |        |         |            |          |      |                   |
|       | c: 10/29/12                | 11/04/12             | M                        | 5               | \$600.00                                | 0.00           |        |         |            |          |      |                   |
| N 26  | 4 11/05/1                  | 2 11/05/12           | M-F 5-6p                 | CM-All          | 530-6p<br>(5:00 PM-5:                   | M              | :30    | 1       | \$600.002  | 0.00 NM  | 1    | \$600.00          |
|       | Start Date                 | End Data             | 5-530p5-530P<br>Weekdays | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
| Weel  | c: 11/05/12                | End Date<br>11/11/12 | M                        | <u> </u>        | \$600.00                                | 0.00           |        |         |            |          |      |                   |
|       |                            | 2 11/02/12           | M-F 430a News            | CM-All          | 430-5a                                  | MTWTF          | :30    | 5       | \$100.003  | 0.00 NM  | 15   | \$1,500.00        |
|       |                            |                      | M-F 430-5a New           |                 |   |                |        |         |            |          |      |                   |
|       | Start Date                 | End Date             | <u>Weekdays</u>          | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
|       | c: 10/15/12<br>c: 10/22/12 | 10/21/12<br>10/28/12 | MTWTF<br>MTWTF           | 5<br>5          | \$100.00<br>\$100.00                    | 0.00<br>0.00   |        |         |            |          |      |                   |
|       | (; 10/22/12<br>(; 10/29/12 | 11/04/12             | MTWTF                    | 5               | \$100.00                                | 0.00           |        |         |            |          |      |                   |
|       |                            | 2 11/05/12           | M-F 430a News            | CM-All          | 430-5a                                  | M              | :30    | 2       | \$100.003  | 0.00 NM  | 2    | \$200.00          |
|       |                            |                      | M-F 430-5a New           |                 |   |                |        |         |            |          |      |                   |
| Meal  | Start Date<br>c: 11/05/12  | End Date<br>11/11/12 | <u>Weekdays</u><br>M     | Spots/Week<br>2 | <u>Rate</u><br>\$100.00                 | Rating<br>0.00 |        |         |            |          |      |                   |
| N 29  |                            | 2 11/02/12           |                          |                 | 530-6a                                  | MTWTF          | :30    | 5       | \$200.003  | 0.00 NM  | 15   | \$3,000.00        |
| ,,,,  |                            |                      | M-F 530-6a               | ,               |   |                |        |         | ,          |          |      | . ,               |
|       | Start Date                 | End Date             | <u>Weekdays</u>          | Spots/Week      | <u>Rate</u>                             | Rating         |        |         |            |          |      |                   |
|       | k: 10/15/12                | 10/21/12             | MTWTF                    | 5               | \$200.00                                | 0.00           |        |         |            |          |      |                   |
|       | c; 10/22/12<br>c: 10/29/12 | 10/28/12<br>11/04/12 | MTWTF<br>MTWTF           | 5<br>5          | \$200.00<br>\$200.00                    | 0.00<br>0.00   |        |         |            |          |      |                   |
| N 30  |                            | 2 11/02/12           |                          |                 | 10-11a                                  | MTWTF          | :30    | 5       | \$150.002  | 0.00 NM  | 15   | \$2,250.00        |
| ,,,,, | -1 10/10/1                 | 11/0/2011            | M-F 10-11a               | J               | 7 |                | .4-    | -       | *          |          |      | ,,                |
|       | Start Date                 | End Date             | <u>Weekdays</u>          | Spots/Week      | <u>Rate</u>                             | Rating         |        |         |            |          |      |                   |
| Weel  | k: 10/15/12                | 10/21/12             | MTWTF                    | 5               | \$150.00                                | 0.00           |        |         |            |          |      |                   |
|       | k: 10/22/12                | 10/28/12             | MTWTF                    | 5               |   | 0.00           |        |         |            |          |      |                   |
|       | k: 10/29/12                | 11/04/12             | MTWTF                    | 5               |   | 0.00           | .20    | <u></u> | 6050 00 3  | 0.00     | 15   | <b>ቀ</b> ን ፖደባ በበ |
| N 31  | 4 10/15/1                  | 2 11/02/12           | M-F 4-5p<br>M-F 4-5p     | CM-All          | 4-5p                                    | MTWTF          | :30    | 5       | \$250.003  | MM 00.0  | 19   | \$3,750.00        |
|       | Start Date                 | End Date             | Weekdays                 | Spots/Week      | <u>Rate</u>                             | Rating         |        |         |            |          |      |                   |
|       | k: 10/15/12                | 10/21/12             | MTWTF                    | 5               |   | 0.00           |        |         |            |          |      |                   |
|       | k: 10/22/12                | 10/28/12             | MTWTF                    | 5               |   | 0.00           |        |         |            |          |      |                   |
|       | k: 10/29/12                | 11/04/12             | MTWTF                    | 5<br>CM AU      |   | 0.00           | ۰2۸    | 4       | \$250 00 2 | O OO NAA | 1    | \$250.00          |
| N 32  | 4 11/05/1                  | 12 11/05/12          | M-F 4-5p<br>M-F 4-5p     | CM-Ail          | 4-5þ                                    | M              | :30    | 1       | \$250.003  | 0.00 NM  | ,    | \$ <u>2</u> 30.00 |
|       | Start Date                 | End Date             | Weekdays                 | Spots/Week      | Rate                                    | Rating         |        |         |            |          |      |                   |
| Wee   | k: 11/05/12                | 11/11/12             | M                        | 1               | \$250.00                                | 0.00           |        |         |            |          |      |                   |
|       |                            |                      |                          |                 |   |                |        |         |            |          |      |                   |

WDAF-TV

Print Date: 10/08/12

Page 5 of 5

565996

Flight Dates 10/08/12-11/06/12

**Hiatus Dates** 

<u>Original Date / Revision</u> 08/03/12/ 10/05/12

Order Sep

00:15:00

Advertiser Koster/D/Atty Gen/MO

Contract / Revision

Product MISSOURIANS 4 KOSTER Estimate #

Totals Amount

Ln Ch Start End **Inventory Code** 

Break Start/End Time Days

Len Spots

Rate Pri Rtg Type Spots

Totals

329\$173,875.00